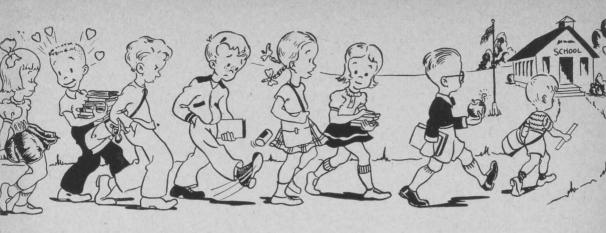


KEEP A-GOIN'!

If you strike a thorn or rose,
Keep a-goin'!
If it hails or rains or snows,
Keep a-goin'!
'Tain't no use to sit and whine
When the fish ain't on your line,
Bait your hook and keep on tryin',
Keep a-goin'!

If the weather kills your crop,
Keep a-goin'!
When you tumble from the top.
Keep a-goin'!
S'pose you're out of every dime,
Gettin' broke ain't any crime,
Tell the world you're feelin' prime,
Keep a-goin'!

When it looks like all is up,
Keep a-goin'!
Drain the sweetness from the cup,
Keep a-goin'!
See the wild birds on the wing,
Hear the bells that sweetly ring,
When you feel like sighin'—sing,
Keep a-goin'!



Swinging Into September

Summer is over . . . at least for Greater Winnipeg's 45,000 boys and girls of school age, as well as for those of us who have now returned from holiday trails. Behind the scenes the Big Store is getting ready to help equip Young Canada for the battle of the three R's; fall preparations are in full swing and it's time to "fix our fences" for the busy season ahead. One of the most important of these is our Courtesy. Does it need repairing anywhere along the line? It is true that we hold a proud position in the eyes of the public as a courteous and efficient staff, but only eternal vigilance can keep us there.

"The smile that bubbles from the heart that loves its fellowmen . . . Is worth a million dollars and it doesn't cost a cent."

Good cheer and enthusiasm cost nothing but they are the practical and tangible assets of business. There is no substitute for work, and there is no substitute for courtesy. A Company like Eaton's may employ thousands of men and women, but the average person forms his judgment of the concern through his contact with the one individual. If this person is rude or incapable, it will take a lot of kindness to overcome the bad impression. Every member of our organization who in any capacity meets the public is a salesman, and the impression he or she makes is an advertisement for the Company, good or bad. Conversely, even the smallest act of courtesy reflects credit on the whole staff.

Kipling wrote: "If you can keep your head when all about you are losing theirs and blaming it on you . . ." Many a man can trace his quick success to his ability to keep cool "under fire"—to his poised manners and gracious ways, his ability to mix, his talent for attracting friends.

In a busy store or office where there are constant petty irritations, noise, haste and confusion, it is the controlled, courteous individual who is recognized as a leader. You can't "go off the deep end" or be rude and impatient with the salesperson or customer who is so pleasant and well-mannered that you want to grasp his hand and say: "I'm glad to know you!"

"We Are Not Simply a Store . . ."

Meanwhile, don't let us run out of smiles and courtesy between ourselves, remembering with John Wanamaker that: "We are not simply a store, we are a family!"



"Charles of the Ritz"

One of the most popular and exclusive lines of cosmetics which is handled by the Company, Charles of the Ritz, has recently opened a very modern "bar" on the main floor.

There are four oyster-white leather-covered, low-back chrome stools with a chrome bar for your feet set up against a glass-topped counter. The counter, in turn, is covered with sparkling glass jars containing the basic powder tones used to blend my lady's special colour. At the back, set in the claret and pale pink wall, are chartreuse lined niches displaying other specialties. The bar carries a complete line of cosmetics and colognes produced by Charles of the Ritz of New York and Montreal.

The particular attraction for the customer is the fact that if you do have your special skin tone powder blended for you, you don't have to throw it out or buy a new one every time you become tanned or untanned. You are free to have your original powder blended up to four times a year to suit your shade of tanning.

Behind the Charles of the Ritz products is a guarantee. If the product does not suit, you are at liberty to take it back and get satisfaction.

RECENT APPOINTMENTS

Winnipeg

MR. D. R. STEWART, Merchandise Office representative for the following departments: W256-56, W257, W258, W259, W260-60, W360. (Mr. Stewart will retain present supervision of the Heavy Goods Depots.)

MR. H. R. SCREATON—Merchandise Office Representative for the following departments: Departments W214-14—All Candies and Candy Factory:

Departments W279-79—Groceries and Grocery Packing;

Department W379—Foodateria Groceries; Department W479—Soaps in Foodateria; Departments W480-580—All Fruits;

Departments W281-284—All Meats; Department W1100—Grill Room, Lunch Room, Lunch Counters;

Departments W1112-1113 — Employees' Lunch Rooms;

Departments W1750-1751—Butter and Egg Storage and Candling;

Department W1762—Candy Factory; Department W1783—Poultry Storage; Department W1784—Sausage Work Room.

Department W214—All Candies, Pandora and Cottage Sweets;

Department W14—All Candies, Pandora and Winsome Chocolates;

Department W1762—Candy Factory: MR. R. D. HINCH, supervisor.

Edmonton

Department E201 — Gloves, Hosiery, Umbrellas, Blousettes, Handkerchiefs, Ribbons, Neckwear, Belts:

MISS A. M. WEST, assistant (Section 1). (This is in addition to being assistant in Section 3.)

Kelowna, B.C.

A Mail Order Office and a Heavy Goods Depot, known as KEL-260, has been opened in Kelowna, B.C. MR. G. E. REID in charge.

BOOSTER | BUILDERS.

"We Are Seven"

Five years ago in July, seven sisters whose homes are scattered over the United States from Washington, D.C., to California, held a re-union at their old home in Cando, North Dakota. From there they drove up to Winnipeg for a shopping expedition at Eaton's.

In late July of this year the sisters again held a re-union at their old home in North Dakota, and again came on to Winnipeg for a shopping "spree."

In a chat with Contacts the sisters said they had decided to return to Winnipeg because of the courtesy and helpfulness they had received at Eaton's five years ago. "We just love your store," chorused the seven. "When we were here before," added one, "we were very anxious to get nylons.



Left to Right—Standing: Mrs. Frank Powell, Cando, N.D.; Mrs. William Dunnigan, Malta, Mont.; Mrs. George Foulkes, Hartford, Mich. Seated: Mrs. J. E. Stetson, Cando, N.D.; Mrs. C. H. Kyte, Los Altos, Cal.; Mrs. F. H. Thompson, Washington, D.C. (the baby sister), and Mrs. Olga Garber, Cando, N.D.

And do you know that one of your floormen took us to the Hosiery Department and got chairs for us!" "Yes," chimed in another sister, "and we were thrilled to be able to buy six pairs of hose apiece!"

Winnipeg and Eaton's were so friendly that they would be back again, declared the sisters as they left us to shop over the Store for women's suits, china, linens and other items of special interest to American visitors.

We thank our American friends for calling and also for their kind remarks about Winnipeg and Eaton's. It was a nice gesture—one typical of our warm-hearted neighbours from across the border.

A resident on Henderson Highway writes:

"Most of us are always ready to criticize things that are annoying or wrongly done, but I should like to bring to your attention something which to my mind is rather unusual, and which helps to maintain one's faith in mankind. On July 27, I purchased a battery radio and some other items from salesman 18°, coming to a total cost of \$40.45. I gave your salesman \$41.00 and, as I was in a hurry, forgot about the change and left. On July 30, your salesman appeared at my home and gave me the change from the \$41.00. I consider this a mighty fine gesture and I wish to congratulate The T. Eaton Company on the calibre of this sales person."

*Salesman No. 18 is Bill Marcus. Take a bow, Mr. Marcus. Your courtesy and thoughtfulness are certainly to be commended! "The T. Eaton Company Limited.

"We wish to compliment you on the service rendered us by your deliveryman on this street. We are two old people not able to get out and are under the doctor's care. Your driver calls on us regularly at least twice a week to see if there is anything we need, and has been of great service to us. I know of no other way to repay him for the kindness shown us but to let you know how we appreciate the help he has been to us. If this acknowledgment can benefit him in any way, we will be greatly pleased."

Driver R. Coy, take a bow for helping the Delivery Department to maintain its very high standard of service.

Old Friends Honour Minnie Poole

"East, West, Old Friends Are Best"

Many old timers will remember Miss Minnie Poole, the tall, slender, gracious lady who, before her retirement some years ago, was in charge of our Millinery Workroom. While now residing in Victoria, B.C., Miss Poole likes to keep in touch with old friends in Winnipeg, and also has a summer cottage at St. Germaine, Man.

On Friday, July 27, during a visit to Winnipeg, Miss Poole was honour guest at a luncheon held in the Wedgwood Room at the St. Regis Hotel. One can imagine the host of "do-you-remembers?" that were chatted about over the tea cups! Eaton old timers present were: Mrs. E. Fletcher, Mrs. H. C. Andrews, Miss Barrie Sinclair, Miss May Clarke, Miss May Rayner.



A general view of the room full of textbooks—markers at werk.



THE "TURKEY TROT"

Rooms Full of School Books

Through the tunnel and up to the Turkey Storage room (located in what is commonly known as "the old warehouse") travelled six or eight girls from the book section for two-hour stretches twice a day for nearly three weeks.

Where were they going? What were they doing? Look, the calendar warns us; school opening is at hand! and with it hundreds of anxious parents and school children, teachers and guardians descend on Eaton's calling for the year's supply of text books.

Gertie Boscott, who is in charge of the school books, estimates how many of this grade reader and that grade history are going to be required and puts in her orders—so many thousands of this, so many hundreds of that.

Albert Krienke, receiver, carrying in a load of books.



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They Start in July!

During the last week in July the first shipment arrives, 150 to 200 cartons of books. Albert Krienke, the receiver in the Turkey Storage room, opens the cartons and distributes the books. Grade 1 is here. Grade 2 is next, and so round the room. Then in the top book of each sort he carefully marks the price. This top book is kept as a sample till the last of the pile is marked.

A call goes out for markers and the trek begins. Each box of books as it is priced, book by book, is piled into lots of five or ten for easy counting and lifted down into the bunks under the tables. And so it goes: Grade 1, Grade 2, Grade 3, while the girls' quick fingers fly and the marked piles grow and grow and grow, and there seems to be no room for any more.

Four

Left to right—Eileen Izon, Gertie Boscott (in charge), Mildred Gross and Elaine Lowe (all marking books).

Shades of Forgotten Learning

Every type of text book is here: "Before We Read" for the juniors to "Survey of European Civilization" for the seniors; Grade 1 to Grade 12; health books, books on drawing, supplementary reading

for the English classes, biology, history, French and Latin. Shades of forgotten learning!

Scribblers for Scholars

What are the two girls in the picture doing? They are working on 50,000 scribblers. Yes, 50,000, a room full of them, too, are required for school opening and each one has to be individually marked!

Pat Boyce is in charge of the stationery end of the school supplies, and besides the room full of scribblers, she has charge of a room full of pencils, crayons, erasers, pencil boxes and the little extras the youngsters just have to have!

Pat says she loves her job and wouldn't trade it for any office one you could offer her! Judging by the success Pat has made of it, the department isn't very keen to lose her either.

But here's the payoff! By the end of the first week of school every one of these thousands of text books, scribblers, pencils, and so on will have melted away to the suburban and country schools, and the Turkey Storage room will be ready for its Christmas occupants, as will the scribbler room and yet another one in the Mail Order.

* * *

So to these two girls, Gertie and Pat, along with the many anonymous people who lent a hand, go the thanks of the Company, the school children, parents and teachers, for a strenuous job well and cheerfully done.

The "Turkey Trot" is over for another year.

Pat Boyce (in charge, in black dress) and Nancy Kelly marking scribblers.

Five



Congratulations MR. DAVIS

When Mr. C. H. Davis, manager of Eaton's, Lethbridge, stepped into the store on Tuesday morning, July 10, he was given a thunderous ovation by his staff, who were lined up to wish him

"A Happy Anniversary"—his fortieth with the Company. Gifts and festivities marked this important milestone of an outstanding Eatonian.

The Eaton Social and Athletic Club's gift was a figurine lamp; the department heads and assistants presented Mr. Davis with a handsome travelling bag during a dinner party in his honour, while Mrs. Davis was the recipient of forty lovely roses. This memorable occasion ended with a sing-song at the Davis home.

As a former Winnipeg Eatonian and now an occasional visitor to the Big Store, Mr. Davis has a host of friends here who join us in saying, "Congratulations and best wishes!"

IN THE MAIL BAG

(Concluded back from Page Twenty-four)

M.O. Copying-By M. Shepherd

Two lucky girls in the department, Margaret Heron and Frances Polonski, left for a vacation in Florida, Nassau and Havana. Hope you have a pleasant trip.

Helen Kaspirska was married August 4 to David Logan at St. John's Cantius Church. Helen received a coffee table from the department.

We are pleased to report that Vera Smith is on the mend and hope to see her back soon.

M.O. Advertising-By C. Greenwood

Our very best wishes go to Jean Paterson and Hugh Keay who were married July 27. Jean received many lovely gifts including a radio from the department. The newly marrieds will make their home in Toronto.

NINTH FLOOR

M.O. Men's Furnishings-By D. Dee

We say "hello" to Mr. James Orr, at present in hospital, and to Alan Matheson and Bea Zurba, members of our staff who have been absent due to illness for some time.

* * *

ALEXANDER AVENUE WAREHOUSE

Furniture Delivery-By J. Roberts

The department wishes to take this opportunity to welcome back George Bennett after his recent operation.

M.O. Furniture—By Anne Surbey

The staff gathered August 11 to wish Lucille St. Onge happiness in her marriage to Dick Guilbeault. She was presented with two vanity lamps and a torchere as gifts of the department, by Mr. G. A. Fordyce, assistant. The wedding took place August 18 in Holy Cross Church, Norwood.

* * *

PRINTING PLANT PATTER

By M. Torrance

While we were busy getting out the book, Dan Cupid again visited us. Our good wishes to Bessie Manson and Ken McLachlan, both of the department, on the occasion of their engagement.

We are pleased to report that most of our members on the sick list have improved and are back at work.

Our heart-felt sympathy goes out to Pete and Phil Heiland in the passing of their mother; and to Fred Cam in the loss of his father.

FOR A RAINY DAY

Anniversary gifts leave fragrant memories down the years, but one gift you seldom see presented in this comparatively arid climate of ours is a "rainstick" or umbrella. Such was the gift presented to Mr. Alex Hewish during a dinner party held on Friday evening, July 6, in the St. Charles Hotel, to celebrate his joining the Quarter-Century Club. At the head table were: Mr. and Mrs. Hewish, Mr. Ed Adey (chairman) and Mrs. Adey, Mr. and Mrs. D. S. McKellar, Mrs. L. V. Salton, Mr. and Mrs. Alf Wallis, Mr. and Mrs. Lloyd Waddell, Mr. and Mrs. B. Buckboro and Mrs. S. Heisler.

Chairman Adey explained that the English golf bag presented to Mr. Hewish from the staff was incomplete. It contained an umbrella holder but no umbrella. He therefore called on Mr. Wallis, who made up the deficiency by presenting friend Alex with a lurid coloured parasol, which he duly promised to use on rainy fairways. Mrs. Hewish also received a corsage.

After a warm tribute to the guest of honour by Mr. McKellar, the party enjoyed an evening of dancing with wives and sweethearts.

Alex gets a "rainstick," presented by Mr. Alf Wallis.



35th Anniversary

ALFRED A. WELLS

A dinner was held at the St. Regis Hotel on July 17 by the M.O. Gloves and Hosiery Department to honour Alfred Wells on the occasion of his 35th anniversary. Mr. C. A. Campbell, supervisor, spoke very highly of Alfred and presented him with an easy chair on behalf of the staff.



Guests of honour at the party were Mrs. Wells, who was presented with a bouquet of yellow roses, Ray Patching and Mr. Phillips, now retired. After solos by Warren Bemister and a duet by Yvette Johnson and Warren, the evening closed with a sing-song.

Alfred was born in Flinwell, Sussex, England. He is married and has two sons and twin granddaughters. He has been a member and officer of Alliance Tabernacle as well as church secretary for many years. Another interest is his summer cottage at Ponemah.

1921 - Thirty Years With Eaton's - 1951

GEORGE SARGEANT (Farm Implements)	August	2	
EVA LUNNEY (M.O. Money Returns)	August	3	
VICTOR WESTON (Photo Studio)	August	3	
FRANCES LOEHMER (General Office)	August	8	
ARTHUR P. CARR (Foodateria)	August	15	
REGINALD PRYNNE (M.O. Draperies)	August 2	23	

35th Anniversary

Congratulations, folks. That extra week of holidays won't be hard to take.

WALTER (Bud) MAW

"Bud' doesn't know what a late pass looks like," declared Claude Fitzsimons, assistant, Despatch, in addressing the staff on July 25. The occasion was a presentation to Walter (Bud) Maw of a 400-day clock, a gift from the Despatch crew to mark Bud's 35th anniversary with the Company. Toronto born, Bud, said Mr. Fitzsimons, had followed Horace Greeley's advice to "Go West, young man," and on arriving in Winnipeg he had signed on the dotted line with Eaton's.

In his 35 years with the Company, Bud had packed millions of parcels and so carefully that the complaints against him could be counted on five fingers. He had also packed

Don't They Look Like a Young Bride and Groom? This is "Bud" Maw and Mrs. "Bud" on his 35th anniversary with Eaton's.

AND WEST

thousands of wedding cakes and none came back with a complaint.

The surprisingly youthful looking Bud Maw and his charming and equally youthful wife (a former Eatonian) warmly expressed their thanks for the gift.

Mr. Fitzsimons then voiced his appreciation to the staff, on behalf of Mr. McClure, "for the wonderful job you all did on the Store's 46th Birthday."

Finally, that evening the Despatch boys held a stag for the highly popular Bud at Minto Barracks, where he was presented with a Ronson lighter.



Welcome to the Quarter-Century Club

DALE R. STEWART

When Dale Stewart joined the Quarter-Century Club on August 13, it was an occasion for double congratulations, for Mr. Stewart had just stepped up to his new appointment of Merchandise Office Representative for a group of Heavy Goods departments.

The staffs of 257 and 258 Departments (Electric Washers and Vacuums), of which Mr. Stewart was then supervisor, made it a memorable occasion. After gaily decking their chief's desk with streamers and a bouquet of red roses, they added a cartoon depicting the golf-loving Dale, Sr., being decisively trimmed by his 14-year-old son, Dale, Jr.

As a gift of remembrance from both departments, Mr. Charlie Major presented Mr. Stewart with an imported camera and flash equipment. In the evening an informal party was held at Jack's in honour of Mr. and Mrs. Stewart by the staff and friends.

Wide Merchandising Experience

Dale Ronald Stewart was born at Ocheyedan, Iowa, U.S.A. His twenty-five years with the Company have been marked with a wide merchandising experience. He was for thirteen years with the Radios and Refrigerators. The next two years were spent with the Heavy Goods Depot at Yorkton. Two years with Saskatoon store followed, then three years with Winnipeg store's Fancy Goods

Department, after which he stepped up to the supervision of 257 and 258 Departments which he has held for the past five years. And finally came his appointment to Merchandise Office Representative.

Mr. and Mrs. Stewart have one son, Dale, who, like his dad, is an ardent golfer. Dale senior is a past president of the Eaton Men's Golf Club and members of that fraternity also add their warmest congratulations!

Welcome to the Quarter-Century Club

HERBERT GRAHAM

The popular and efficient secretary of the Assistants' Association, Herb Graham, celebrated his quarter century with the Company on July 19, when he was presented with an easy chair as a gift from the staff of the M.O. Adjusting Department, where he has been for the greater part of his Eaton service.

A surprise party was also held at the home of Gordon Graham in Herb's honour, and he was given a handsome radio on behalf of the gang by Mr. J. H. Merrett, head of department. Mrs. Graham received a corsage and a box of chocolates as her share in the happy occasion.

Herb is spending his long vacation on a motor trip to the west coast with his wife and young son. A soft-spoken, friendly, and a highly dependable Eatonian, Herb is a keen golfer and bowler. He spent his service during the last war with the R.C.A.F.

HAROLD McAMMOND

A year and a half in the first Great War as a sapper and over five years with the Camerons in the Second, rising to the rank of R.Q.M.S., is Harold McAmmond's record of army service.

Harold joined the Company with the Customs and Traffic Department, and on July 23 had his quarter-century anniversary with the department and the Company. Mr. Albert Kent, head of department, presented Harold with a "lazyboy" chair and ottoman as a gift from the staff. That evening Mr. Kent had a staff party at his home in honour of Mr. and Mrs. McAmmond.

Harold is married and has two sons, Ralph and Ronald. He is a member of the Eaton Golf Club, the Eaton Curling Club, and also gardens. No wonder the staff thought he'd like an easy chair!

ROBERT JAMES WILLIAMS

Meet Robert Williams, Toy Department, who celebrated his quarter century on July 26. Born in Belfast, Bob was with the Royal Navy for four years. Had he not broken his service he would have a record of nearly 40 years with Eaton's.

Bob is married and has two children, Terry and Marion. His leisure-hour interests are camping and fishing and his cottage at Minaki.

On the morning of Bob's anniversary Mr. R. E. Stewart, supervisor, presented him with a travelling case as a gift from the department, along with the best wishes of the staff for a happy quarter-century holiday which he is spending in Great Britain.

AGNES (Nan) DONALD ALLISON

A rawhide travelling bag and a corsage of pink roses were the Notions Department gifts to Winnipeg-born Nan Allison on the occasion of her quarter-century anniversary, August 9. Nan was also guest of honour at a dinner in Moore's Restaurant that same evening. Mr. S. H. Williams, supervisor, entertained the staff with moving pictures of his overseas trip and also showed a couple of newsreels.

Crocheting and reading are Nan's sparetime occupations when she is not tootling around in her beloved Baby Austin. She is also interested in the Red Cross where she is a V.A.D., and is a member of the Eastern Star, Rebeccas.

MABEL DINGWALL LIGHTFOOT

Twenty-five years with the Company and the Drug Factory was the record chalked up by Mabel Lightfoot on August 4.

The staff met at the Becks' home, August 3, and presented Mabel with a memento of her quarter century. The next morning she received a mantel radio as a gift from the department.

Badminton, tennis and skating are hobbies of Winnipeg-born Mabel, and she is a member of Old St. Andrew's Church where she has sung in the contralto section of the choir for 25 years.

WILLIAM WARWICK

Although Bill Warwick has a good old English name, he was born in Aberoer, Wales, and claims Scots nationality, as both parents were Scottish!

A trilight lamp and an electric clock were Bill Warwick's gifts from the M.O. Packing when he celebrated his 25th anniversary with Eaton's on August 9.

Bill spent four years in the First World War with the C.M.R.'s and was wounded. He is married and has two sons, Jack and Reg.

MARY MITCHELL DUNN

"Enjoyed my service working with the Fancy Goods," says Mary Dunn, of her Store service. Mary celebrated her quarter-century August 12, so on August 11 the official department presentation was held and Mary was given a watch. The girls in her section gave her a handbag.

A dinner at Moore's was held for her by the department, where Mary was given a Parker pen and pencil set and a make-up case. She also received a corsage of roses. Through the years Mary has built up an enviable clientele of loyal customers who also remembered her on her 25th.

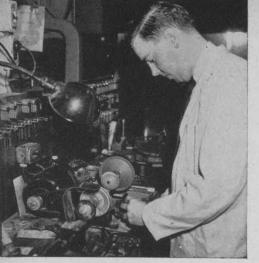
Fancy work and knitting, as might be expected, are Winnipeg-born Mary's main hobbies. Mary's retirement became effective August 15 and she plans a trip to the West Coast before returning to live in Winnipeg.

FRESH LAURELS FOR FRANCES



Last October Frances Reid, daughter of Harry M. Reid, Stock Audit, won the Sifton trophy in the Winnipeg Drama League's acting festival. Recently Frances was also awarded her L.T.C.L. from Trinity College, London, in Arts Speech. This talented third-year Arts student has passed with honours her "practical" at Toronto Conservatory of Music and in February will take her exams for "theory." Meanwhile Frances is on the Drug Department staff.

Congratulations, Miss Reid; your Dad is proud of you and so are we!



Locksmith Lew Fraser

So You Lost Your Latch Key!

Did You Know That Locksmith Lew Fraser Can Make You Another While You Wait?

Here's a handy service that some Eatonians may not know about. Should you lose your latch key or car key don't get in a tizzy, because locksmith Lew Fraser, who presides over the Key Shop in the Hardware Department, can run off a duplicate key for you in a jiffy!

The Key Shop carries key blanks for some 2,000 different keys, whether they be for locks by Yale, Corbin, Peterborough, Russwin or other leading makers.

So here's all you do. From friend wife or a member of the family you borrow the twin brother of the key you lost and take it to Lew. He then places this key in a mobile vise with its notches upward. Beside it in another vise Lew inserts a key blank, then, using a rotary file, copies the notches from your borrowed key.

S-sh! He Picks Locks, Too!

Keys for cars, luggage and other belongings are cut by code. Code numbers contained in the code book represent the depth of the notches on each key. If you can't provide Lew with a key for copying, unscrew the cylinder from the night latch and bring it to him. Our key expert then coolly picks your lock and makes a key for it in a few moments.

The picks he uses are sharp, slender instruments with teeth and closely resemble nut picks or the tools a dentist uses on your teeth.

Key metal is a combination of brass and nickel-silver, while skeleton keys are steel and malleable iron.

Lew Fraser learned the locksmith trade in Toronto after serving his apprenticeship as a machinist.

The Oddest Job

Not infrequently Lew is called upon to pick the lock of a car whose owner has left his keys inside the car. "But the oddest job I remember," says he, "was being called on to provide a special padlock and key for the cake box in a home to defeat the maid. She had a weakness for cake."

Another time locksmith Lew was called to the home of a wealthy Toronto matron to open a jewel box. "It was crammed full of diamonds." Most keys can be supplied for a small sum, but if you'd like a Yale key in solid gold for a presentation it will cost you \$30.00.

Between 200 and 300 assorted keys are lost in the Store by shoppers in a year's time. These are turned in to the Service Bureau and, if there's a name tag attached, our drivers return them to the owners. So it's a smart idea to have a name tag on your key ring.

Whence Came the Key?

According to the record, primitive fastenings consisted of intricately knotted thongs, seals or a branch or plain wooden bar placed across the inside of a door. From the horizontal wooden bar made at an early period to slide in staples on the back of the door and to fit a hole in the door post, has arisen the modern lock. To move such a bar through a hole from the outside or to release whatever held it, a cranked or curved piece of metal with straight handle would be suitable. Such hooked-like or sickle-shaped keys have been found in many parts of Northern Europe.

A woman posed for a picture in front of the fallen pillars of an ancient temple in Greece.

"Don't get the car into the picture," she instructed the photographer, "or my husband will think I ran into the place!"

-The Tailor and Bystander



In the reign of Queen Elizabeth, a locksmith by the name of Mark Scaliot made a tiny lock from eleven pieces of iron, steel and copper, that weighed one grain, including the key, as sketched here.

WHAT'S YOUR HOBBY?

Retired Eatonian Engraves Special Coin For Elizabeth



Penny engraved in honour of the Royal visit.

An unusual gift in honour of the coming visit of Princess Elizabeth and the Duke of Edinburgh has been prepared by Frank Hayman, formerly of the Jewellery Department, M.O., now retired. The gift, a souvenir of Winnipeg, is a specially engraved English penny.

Mr. Hayman erased the old engraving on the back of the coin and polished the copper. He then engraved on it a tiny replica of the Empress of France and inscribed the words: "Souvenir of Their Visit to Winnipeg" and "Empress of France arrives at Quebec" around the drawing. The miniature ship, exact in every detail, has been copied from a picture. The Britannia figure remains on the front and overlaid in copper are the names of the Royal visitors.

Mr. Hayman completed the painstaking work in a day. He picked up the English coin during the first world war when he was overseas with the 44th Battalion. He hopes to receive permission from Mayor Garnet Coulter to present the coin to Princess Elizabeth during her visit to the city.

Since his retirement, Mr. Hayman has turned his trade as a hand engraver into a hobby.

A Gift For "Winnie"

Early in 1941 Mr. Hayman engraved "A Briton's Creed," by Winston Churchill, on the back of a ten-cent piece and sent it to the Prime Minister, then visiting at the White House.

The complete message is 153 words in length. A Canadian dime is 9/16 of an inch in diameter and has an area of .24850 of a square inch. Working with a magnifying glass in his eye and the coin held firmly on his engraving block, it took Mr. Hayman six hours to print Prime Minister Churchill's famous words after Dunkirk. The printing is so fine that it is almost impossible to read with the naked eye, the now historic message which read in part:

"We shall go on to the end . . . We shall fight in France, we shall fight on the seas and oceans, we shall fight with growing confidence and growing strength in the air . . . We shall defend our island, whatever the cost may be . . . We shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and streets and in the bills . . We shall never surrender . . ."

A letter of acknowledgment to Mr. Hayman from the Prime Minister's secretary said in part that:



Frank Hayman



Sterling silver grandfather's clock (actual size). It tells the time, too!

"Mr. Churchill deeply appreciates the symbolism of this gift and the care you have taken in preparing it. He will treasure it as an interesting souvenir of his visit to Canada."

* * *

Miniature Grandfather Clock

This tiny sterling silver clock (photographed in actual size) is a replica of a big grandfather clock at Churston Court, Devon, home of Lord Churston. When a young man, it was Frank Hayman's job for some years to wind all the clocks at Churston Court. One day while winding the various clocks at the Manor he drew a sketch of the big grandfather clock. Years passed and Mr. Hayman learned the engraving trade and came to Canada. Two years ago, at 72 years of age, he recalled the sketch and from it made and engraved the clock case in miniature from sterling silver. What a fascinating hobby!

"Young man, get a hobby; preferably get two, one for indoors and one for out; get a pair of hobby horses that can safely be ridden in opposite directions."—Newton.





WELCOME MANIT

Registered Delegates and Wives Attending

Despite the very warm evening of August 1, the complimentary dinner tendered by our Company to the registered delegates and wives present at the Manitoba Postmasters' 28th Annual Conference at the Fort Garry Hotel was an all-time record with 310 present. Adding distinction and enjoyment to the gathering was the presence of Mr. W. J. Turnbull, Deputy Postmaster-General. Mr. A. H. Young, Mail Order superintendent, presided.

In a brief address of welcome, Mr. Gilbert M. Eaton, director, spoke of the 100th anniversary of the postal service. "With the temperature at 85 degrees," said he, "we extend you a warm welcome, both on behalf of the weather man and ourselves!"

Deputy Postmaster-General Speaks

Proving himself to be an engaging speaker, Mr. Turnbull declared with a whimsical smile: "After licking all those government postage stamps it is a pleasure to lick those (Eaton) envelopes." He added: "It is a joy to be with you . . . it feels like home . . . you are the salt of the earth and we can't get enough salt!"

Called upon by Mr. L. G. Howard, president of the Association, Mr. R. Harrison, postmaster of Minnedosa, in an able address thanked "our hosts, The T. Eaton Company, for their excellent hospitality. Eaton's were always a step ahead," added Mr. Harrison.

Good Deed Club Delights With Program

Mr. Young then turned the program over to Bob Willson (CBC) who acted as master of ceremonies. Eaton Good Deed Club secretary, Joan Sherman, had selected a group of topranking young artists whose talents so delighted the gathering that the heat was forgotten.

* * *

Talented Young Artists

Evelyn Snyder, a promising 15-year-old vocalist, opened with "The Desert Song."

Victoria Polley, violinist, age 12, and winner of 1950-51 Good Deed violin scholarship, showed surprising mastery of her instrument in "Adoration" and "Czardas."

Carole Manness, from Domain, Manitoba, six summers and as sweet as they come, sang "Alice Blue Gown" and "A Bluebird on My Windowsill."

Rayleen Giacomin and Gail Button, aged 8 and 7, were bewitching in song and tap numbers, "Dear Hearts and Gentle People" and "Aba-daba Honeymoon."

Laverne Manness, age 8, of Domain, Manitoba, rendered "Life Gets Te-jus" in a reading to music that brought down the house.

Bill Komar, well-known accordionist and a former Good Deed Club member, delighted with "Lady of Spain," while climaxing the program were Cora James and Roy Firth, foremost Winnipeg vocalists. A social hour followed the program when a number of Eatonians present had the pleasure of meeting the out-of-town guests. And so another delightful evening with Manitoba Postmasters (and Postmistresses) ended . . . till we meet again!

* * *

Description of Pictures

Top Row, left to right—(1) The front cover of program, appropriately, was adapted from the Eaton Fall and Winter Catalogue, 1951-1952. (2) Deputy Postmaster-General Turnbull proved an engaging after-dinner speaker. (3) Mr. A. H. Young, M.O. superintendent, presided. (4) Mr. Gilbert M. Eaton, director, welcomed the big gathering. (5) Mr. L. G. Howard, president of the Postmasters' Association, Manitoba Branch.

Reading down at side—(1) Songs and tap dances by a bewitching duo, Rayleen Giacomin and Gail Button. (2) "Alice Blue Gown" never was more sweetly sung than by Carole Manness. (3) Despite the heat, talented young Victoria Polley and her violin held the audience in rapt attention. (4) "Life Gets Te-jus," as interpreted by Laverne Manness. (5) Concluding the top flight program were Winnipeg's noted soprano, Cora James, and baritone Roy Firth.



Inauguration of regular postal service meant that any Canadian anywhere could reach beyond the horizon. The mails followed the trails blazed by the pioneers, even in advance of the railroads. The post office became the visible centre of the community, important to any town's health and growth.

The postmaster became the distributor of letters and newspapers, an important carrier of goods. His office was an agency to transmit money. He established a country-wide banking service to accommodate the thrifty. He helped Canadians provide for their later security through the sale of government annuities. The post office became an integral part of every Canadian's daily life.

A hundred years ago there 601 post offices to serve Canadians; today there are more than 12,000. Rural delivery routes stretch over 116,000 miles and serve 368,758 rural mail boxes. Today there are approximately 46,000 people engaged in postal work and in a year they handle two and three-quarter billion pieces of mail. No business in the country keeps its schedules with greater dependability.

Through its service to private individuals and to our expanding trade and industry the post office serves every Canadian. The T. Eaton Company joins Canadians everywhere in honouring the men and women of the Post Office Department on the 100th anniversary of the founding of the service which they built so soundly and maintain so well.





Top Row—Left: Mr. McCordick thanks Mr. Tucker, on behalf of the Company, for a magnificent job. Right:
Despite the nearly 90 degrees, the gift of a hunting coat from a group of old friends brought a gleam of
pleasure to Jimmy's eye as Mr. Pickard presented it during a reception at our hero's home.

Lower Row—Left: Mr. W. L. Palk, acting for the Delivery staff, presents Mr. Tucker with a Viking combination radio. Right: The Chief has a warm handshake and a friendly word for his men as they line up to say good-bye and the best of luck.

A Big Job Well Done!

CLAYTON (Jimmy) TUCKER

Honoured on Retirement

Showered with gifts and good wishes, Clayton Tucker, whose capacity for management, whose vision and driving enthusiasm built the Big Store's Delivery system to a five-star peak of efficiency, and whose contribution to traffic safety on Winnipeg streets has won widespread recognition, retired on August 1 after an outstanding career of forty-one years with the Company.

Ere he left to enjoy his richly earned leisure, Mr. Tucker was honoured with three presentations. On behalf of the executives and supervisors, Mr. R. S. McCordick, general manager, presented the retiring Delivery chief with an electric range, to which "Jimmy" Tucker—grand host that he is—will do full justice. From his staff, Mr. Tucker received a handsome Viking combination radio as a parting memento, while a group of old friends presented him with a hunting coat.

Mr. McCordick's Tribute

In making the first presentation, our general manager warmly thanked Mr. Tucker for "a magnificent job." While carrying out the Company's policy, Clayton Tucker had also built up loyalty and efficiency in his department. "He should be proud of the organization he is leaving behind," said Mr. McCordick, "and I'm sure his men are equally proud to belong to the department. . . You'll rarely find a complaint against an Eaton driver," declared our general manager.

Made Many Improvements to System

Warmly commending Mr. Tucker's stewardship as Delivery supervisor, Mr. W. B. Pickard, superintendent, said that Mr. Tucker had made many improvements in the system which meant a great deal to the service to our customers and to the morale of the staff. The Delivery chief's contribution to traffic safety was also stressed by Mr. Pickard. The safe-driving campaign inaugurated by Mr. Tucker had been of great value to the Company and the City of Winnipeg. Mr. Tucker was a good boss-one who took his men to task when they were wrong, but who always stood by them-and by his fairness and friendliness won their respect and loyalty.

"Living is My Hobby"

There was a mist in Mr. Tucker's eyes as he rose to respond, but this was promptly dispelled by his quick smile and typical fluency.

"What are my plans? My hobby is living," said he, "packing into life 'sixty

seconds' worth of distance run." He would travel a bit, of course, but would go on living in Manitoba "where my friends are." The great development and high ideals of The T. Eaton Company had been a constant inspiration to him, declared Mr. Tucker, and no man could hope to have a more loyal staff. In a warm tribute to Mr. Pickard he said: "I have valued greatly his decisions, his judgment and his friendship over the years." He also bespoke for his successor, Mr. Arnason, the same splendid co-operation he had always received from the staff.

Telegrams and messages of felicitations were then read by Mr. G. M. Eaton, director, who added his own best wishes.

And so we leave Jimmy Tucker with his capacity for making friends and keeping them. His stocky figure and quick smile will continue to be welcome at the Manitoba Fairs where he has engendered so much goodwill for the Company and himself. In his own words: "Happy to meet, sorry to part, happy to meet again!"

SO LONG, OLD TIMERS!

It has been nice to know you, come and see us often, is the heart-felt farewell we send with these old timers who are leaving us in, this issue.

MR. WILLIAM SHEPPARD, top right (Groceries), retired on August 8 after thirty-five and a half years with the Company. Mr. G. B. Douglass, supervisor, acting for the staff, presented Bill with a wallet.

MRS. EMILY SMALLWOOD, lower left (Grocery Packing), was presented with a torchere by Mr. L. Farmer, head of department. Mrs. Smallwood retired August 15 after eighteen years with the Company.

MR. MURDO CAMPBELL, lower right (Foodateria), received a wallet from Mr. G. B. Douglass, supervisor, on behalf of the staff, when he retired after thirty years with Eaton's.









Read and Relax!

The cooler evenings are with us again and it is pleasant to curl up in some cosy corner with a good book to pass away the time. The titles listed below can all be found in the Second Floor Circulating Library.

For non-fiction, we suggest:

THE VICIOUS CIRCLE By Margaret Case Harriman

For those who enjoy the New Yorker type of humour, the bon mots of Dorothy Parker, the vitriolic Alexander Woolcott and the subtler F.P.A., this amusing book will prove irresistible.

It is written by the daughter of the manager of the Algonquin Hotel where the Vicious Circle, as they loved to call themselves, gathered for lunch in the 20's, before they were known to fame. Here they exchanged insults, lent each other money and backed each other's efforts.

The circle included Tallulah Bankhead, Ring Lardner, Heywood Broun, Sherwood Anderson, Doug Fairbanks and many others whose names, through the years, have become known in every household across the States for their books, their plays, their radio work, and their acting.

Miss Harriman is to be complimented on a very entertaining book that manages to have a good deal of coherence in spite of the string of anecdotes which is really its theme.

THE PINKERTON STORY

By James D. Horan and Howard Swiggett

The famous American detective agency celebrated its centenary a short time ago, and the two authors here tell its history. Some of these tales of America's big bad men have never been in print before, and should prove fascinating to lovers of historical crimes.

"Major Allan Pinkerton, the founder, saw A. P. Hill's division come up to restore the battle for Lee at Antieatum, and his grandson and namesake, also a major, heard the guns in France. Five hundred Pinkerton men served in the armed forces in World War II."

From this brief quotation it can be seen that the history of the Pinkerton Agency is not only the history of many crimes but, to some extent, a social history of the U.S.A.



A new Canadian novel:

EACH MAN'S SON-By Hugh MacLennan

One is inclined to feel that Mr. MacLennan's new novel is not nearly so significant as he intended it to be, though of course, as are all his books, it is well written and vivid.

The story deals with the Gaels in a Cape Breton mining community, and in particular with a childless couple, a doctor and his wife, and their interest in the son of one of the villagers.

Another historical novel:

THE GOLDEN EXILE—By Lawrence Schoonover

The author of "The Gentle Infidel" and "The Burnished Blade" has written another good novel, this time about an Englishman in the reign of Edward, when the church and state were fighting for the land that had been taken from the barons with the signing of Magna Charta, and later resulted in Henry VIII's complete rift with the Roman Church.

Espionage in Europe:

TREACHERY IN TRIESTE

By Charles L. Leonard

This chase through Trieste is espionage at its best. A ducal family, a beautiful, mysterious woman, secret service agents, are all mixed upagainst the background of that ever-threatening volcano, the Balkan countries. Warning: If you are rabidly pro-British, you won't enjoy the fact that it was necessary to bring a private investigator from Washington to solve a problem that the secret agents of both England and the States had been working on for some time!

Strictly murder:

OPENING NIGHT-By Ngaio Marsh

Miss Marsh has her murder set in her favourite haunt, backstage in a London theatre. Those who like Shakespearian dialogue and good characterization will enjoy the excellent story.

GIRLS! Swim Classes Again!

A second series of Swimming Classes for Eaton women employees, under the direction of William LeBlanc, director of Water Safety for the Red Cross, will be held at Sherbrook Pool ten consecutive Tuesday evenings, commencing September 11, between 5:30 and 7 o'clock.

Registration will commence in the Staff and Welfare Office and Mail Order Time Office on Tuesday, September 4. Registration fee is \$1.00. Accommodation is limited and early registration is advised.

There will be a class for beginners . . . and one for advanced swimmers.

3

EATON SOFTBALL NEWS

By Bill Clay and Dot Martin

One Final and Two Semi-Finals Decided

After a most successful season our schedule is now completed and we have arrived at the playoffs.



Dot Martin

Bill Clay

In the semi-finals Combines beat Decots in two straight games, while the Rockets dished out the same result to the Printers. In the one semi-final completed in the Girls' "B" Division, the Hotshots disposed of the Jets, also in straight games.

In the first Decots-Combines game Decots had an 8-run lead but could not hold it and were eventually beaten 9-8. Jimmy Adams of Decots pitched nice ball, but his defence weakened in the latter stages. Clarence Saunders went in to relieve for Combines and held Decots scoreless from the third inning on.

Second game featured the heavy hitting of Ronnie Collins who scored two home runs, one with the sacks loaded. Adams again pitched brilliantly for the Decots, but to no avail, as Combines won 5-1.

In the Rockets-Printers series, Printers could not fathom the slants of Al McFadden who pitched hitless ball for six innings in the first game. "Casey" Jones at the bat had a field day, hitting a home run with two on base, while Jim Iverson provided the fielding gem by a great catch deep in centre field, with a brilliant throw to home plate to catch the runner out.

Joe Green was just as brilliant in the second game as he pitched hitless ball for seven innings, while his support was great. In this game Iverson hit two home runs and a triple to provide the hitting fireworks, while behind the plate Alex Jones played a stand-out game for the Rockets.

Red Windsor pitched both games for the Printers and was doing well until the late innings when his support faded and the roof caved in on his gang. Scores were 8-2 and 9-3 in favour of the Rockets.

BASEBALL HIGHLIGHTS—By Dot Martin

Jets and Hotshots battled it out for the "B" Division crown, though at no time was the outcome in doubt. Hotshots were much superior in every department and were quick to seize any opportunity to get ahead.

Jets made several good plays during the finals but team effort was sadly lacking. Jets' best were Terry Swerda and Anne Harder who batted and fielded well

Hotshots played more like a winning combination. They were very well served by pitchers Wilma Gibson and Doreen Marion, while Elinor Danielson caught brilliantly.

Fielding was well taken care of by all, with Jane Adair being outstanding. At bat they were all good and their general display of pep was an outstanding factor in their winning both games by scores of 12-4 and 14-7. The Hotshots had three double plays during this series. A lot of credit for the team winning the crown should go to Jack Fry for his coaching.

The semi-finals between the Imps and the Royals were very keen, the Royals being the victors.

Outstanding for the Imps was Millie Richie, catcher, who played her usual fast game behind the plate. Lil Weis and Shirley McPhee gave some good support in the field.

Royals' outstanding players for the series were Edna Johnson, who pitched nice ball, allowing only eight hits; Marie Thorsteinson played a snappy game at third base while Eileen Simpson behind the plate caught well.

The last game in the semi-finals was the game. Imps and Royals battled it out for ten innings. At the end of the ninth the score was 11 all. Royals were best served by Edna Johnson, and Anne Nash, first base, who saved the day with a beautiful catch.

Imps played great ball while two old favourites, Millie Richie at the plate, and Joan Collins at second base, picked off a couple of nice flies. The score was 13-12.

As we go to press the finals between the Cubs and the Royals are under way. This should be a very hot series and I would like to wish the best of luck to both clubs and may the best team win!

"Love, Volley and Deuce"

We Now Have a Tennis Club!

Hi, tennis players! Do you know that we now have a Tennis Club? If you are a member of a recognized club or just bat the balls around the odd day, it will be to your advantage to join the Eaton Tennis Club.

During September we will be playing at the Winnipeg Canoe Club for several Wednesday afternoons. Group lessons may be obtained from Herb Richards, club pro, at a very nominal charge for groups of ten or more.

The last Wednesday in the month will be our wind-up, which will take the form of a round robin in the afternoon, followed by light refreshments and prizes, if anyone has been athletic enough to win.

For further information call Bill Spenceley, Shopping Service; Marion McPhail, Furniture Office, or Grace Martin, Expense Office.





Port Arthur Store Holds Staff Picnic

400 Eatonians and Families Gather at Current River Park

On Wednesday, July 25, the weatherman delivered lots of bright sunshine and heat to Port Arthur and the surrounding district, thus delighting the hearts of Eatonians and their children, some 400 in all, who gathered at the Current River Park, Port Arthur, for the Eaton staff picnic.

A variety of field events for youngsters and adults took place, winding up with a softball tournament which was won by a team captained by G. Johnson (Department 270).

The refreshment stand, under the supervision of Mr. W. Crowhurst (284), serving hot dogs, pop, ice cream and fruit, was exceptionally popular with everyone all afternoon. The picnic committee was under the chairmanship of Mr. G. Rudd (229).

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Lower Picture—The committee in charge of events, left to right, front row: Al Thomson, John McNeil, George Rudd, Jim Cockell and Lowell Davidson. Back row: Mrs. K. Lepper, Miss Mayme Yagnach, Rene Gravelle, Mrs. D. Dezell and Miss Emma Switzer.

MIDSUMMER BRIDES

(Continued from Page Nineteen)

12—JOYCE KILGOUR (Mailing List) became the bride of John McKinley at Alliance Tabernacle, July 7. Joyce was given a mirror from the department and a lamp as a shower gift.

13—MARGARET ADSHEAD (M.O. Children's Shoes) married Andy Chabun at Canora, Saskatchewan, in July. She received a white chenille bedspread from the department and linen at a shower.

14—MURIEL BRADSTOCK (M.O. Men's Shoes) was married to John Fidler at Old St. Andrew's Church on June 30. A gift of china was received from the department and the girls held a miscellaneous shower for Muriel.

15—JOAN PECKOVER (City Inspectors) married Jim Gates on July 14. Joan was presented with a mirror from the department and the girls held a kitchenware shower for her.

16—MAISIE McMORDIE (Cash Office) became the bride of Gunnar Samuelson at Calvary Temple on July 6. The departmental gift was a carving set. 17—OLIVE BARNEY (M.O. Cashiers) married Leonard Williams at St. Paul's United Church, July 7. She received a mirror and blankets from the department and the girls on the staff held a miscellaneous shower in her honour.

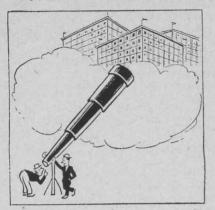
18—BETTY HOLLAND (Sporting Goods) became the bride of Norman O'Bryan at Broadway Baptist Church on June 30. She received a pair of wool blankets as a departmental gift and a kitchen shower was given for her by the girls on the staff.

19—ELLA MIDDLETON (Jewellery Repairs) married Tom Ormshaw at St. Stephen's-Broadway United Church on July 7. Ella was presented with an electric toaster from the department and a wool bedthrow as a shower gift.

20—DOROTHY DUPUIS (M.O. Radios) and EDDIE GORDON (M.O. Packing) were married at St. Paul's United Church on July 7. They were presented with a trilight from the staff of M.O. Radios and the girls in the department gave Dorothy boudoir lamps at a shower.

Twenty

WHAT'S GOING ON-



AROUND HERE?

BASEMENT STORE

Foodateria

Mr. Arthur P. Carr, head of department, celebrated his 30th anniversary with the Company on August 15. He was presented with a coke cooler and a barometer by Mr. L. Farmer, head of department, Groceries, acting for the staff.

Piece Goods

Our good wishes to Wilma Gibson who received a beautiful diamond, August 9, from Cromwell Smith.

We said good-bye to Monda Taylor and Jean Gan who are making their new homes in Toronto. The girls were presented with leather handbags as gifts from the department. They were also entertained at the home of Lee Denyer and were the recipients of engraved Ronson lighters.

Meats

Belated good wishes to Elsie Lee who was married late in June. Elsie was presented with a lovely torchere from the department, Henry Kuhn doing the honours.

Our good wishes also go out to Joan Chimlar who is being married in September. On her departure Joan was presented with a gift from Bob Stacey for the department. Good luck to both our brides.

Glad to have Emil Buss back on the job after a serious illness.

Tommy Taylor has also been hospitalized but is home again. Hope you are feeling better, Tom, and that you will be back with us soon.

Congratulations to Jerry and Betty Ingimundson on the birth of a daughter, Patricia Lynne, August 9. Betty used to be with us before her marriage. Thanks for the cigars, Jerry.

Our rover boy, Dave Gray, fulfilled his life's ambition during his holidays. Dave ambled to Chicago and saw his favourite Yankees play. Nice going, Dave.

We had a letter recently from John Hart who is stationed at Wainwright, Alberta, with the Fort Garry Horse. Johnny reports it is a rugged life. Glad to hear from you, soldier, and write again.

Basement Store-By P. McCance

Mrs. Alma Douglas left the department June 30 and was presented with a pair of pictures by Mr. F. Davidson on behalf of the staff. The girls held a dinner at Moore's in Alma's honour, where she received a gift. Alma is being married early in the fall.

Stella Shinkarik was married June 30. She received luggage from the boys and girls in the department, and was guest-of-honour at a dinner party held at Moore's.

Doreen Kearns was married in Crescent-Fort Rouge Church, July 28. She was presented with kitchen ware on behalf of the department by Mr. L. J. Lewis, head of department. Mrs. Alma Douglas held a dinner party in Doreen's honour at her home and the girls presented Doreen with a combination wassle iron and sandwich toaster.

Georgia Day was presented with boudoir lamps when she left to be married on August 18. A shower was held for her at the home of Frances Allison.

* * *

MAIN FLOOR

Books and Stationery-By M. Laughton

A gift of Revere-ware was presented to Doreen Baker (School Supplies) from the staff by Mr. S. C. Florence, head of department.

Claudean Hansell had a shower for Doreen with gifts of a blanket and lamp from her fellow workers. She left to be married on August 4.

Kay Stones (Novelties) left to make her home in Victoria. At the home of Charlotte Wellard, she was presented with a handbag from a group of girls from the department.

It's a granddaughter for Mrs. Jessie Flynn (Fountain Pens)—Susan Carol Chitty, born August 3.

George Boyd (Stockroom) is back from a trip to his home in Ireland. He had a grand time but was glad to see Winnipeg again.

Our deepest sympathy to Shirley Moline (Novelties). Her brother-in-law was drowned at Vancouver on July 29.

Drugs-By C. O'Kelly

Our sympathy is extended to Rose Gordon in the loss of her father who passed away recently.

The occasional word is being received from Milly (McLeod) Campbell, whose wonderful trip to Scotland with her husband is apparently fulfilling her expectations.

Jewellery-By T. R. Bennett

Ann Jackiewick received a lovely diamond July 14 from Roy Warga. Our best wishes to you both.

Our congratulations to Don Wilson who was married on August 11 to Betty Herold at Home Street United Church.

Congratulations also to Victor Savage who was married August 4 to Mrs. Hazel Hatherly. The department presented Victor with Revere-ware.

A stag was held on July 26 for the two grooms at the home of Mr. A. Gables. Don Wilson was presented with a carving set and Victor with an electric clock.

SECOND FLOOR

Piece Goods

Elma Klassen left the Company July 31. Mr. L. O. Vincent, supervisor, presented her with a handbag on behalf of the staff.



J. T. Drake Again Tops Horticultural Contest

Eight St. James residents placed in more than one competition when the St. James Horticultural Society held its 37th annual lawn and garden judging contest on August 13. Judges were K. deJong and professor F. W. Broderick of the University of Manitoba.

Top points went to J. T. Drake (Men's Clothing) for the second year in succession with 93 points. His lot was chosen the most beautiful homesite. In addition to this award, Mr. Drake also placed first in the flower gardens of 38 to 95 feet.

Helen Budzan was presented with jewellery when she left the Dress Goods' office on July 20.

Iris Bell was married August 4 to George Moodie in St. James' Presbyterian Church. Iris received blankets on behalf of the staff of the Dress Goods and Pattern Departments from Mr. L. O. Vincent. All good wishes for a very happy future, Iris and George.

Our deepest sympathy goes to B. Peturson in the loss of her mother, August 7.

* * *

THIRD FLOOR

D.A. Office Chatter-By E. Landsley

Connie Aikenhead came into the office all smiles the morning of August 8. The reason was a very pretty engagement ring presented to Connie by Ashley Belanger. Best wishes to you both.

August 8 Jackie Wheeler left to become the bride of Gordon Walker. Before leaving, Jackie was presented with a picture as a gift from the staff. Lots of happiness to you both.

Betty Marchant, another of our lovely brideselect, left the office in a flurry of "good lucks" and "best wishes" on August 15. Mr. R. M. Clark, head of department, presented Betty with a coffee table. Our Miss Marchant will now be known as Mrs. Bert Thorkalson.

Our best wishes also to Joan Thorgierson, a new member of our staff. Joan recently became engaged to Jean Navitko.

Congratulations are in order for Helen Kohushka who won first prize in the Art Section in the recent Eaton Employees' Hobby Show. We are very proud of Helen. The gal really has talent.

A lovely shower was held June 18 at the home of Mrs. Loverna Goldhawk in honour of Beverley Wright. The girls in the office gathered to present Bev with all the gadgets needed to run a

kitchen. Our best wishes to Bev, now Mrs. Gerald Hobson. She was presented with a mirror from the office.

FOURTH FLOOR

Lingerie

Rain or Shine, 209 Has a Picnic

Twenty-nine members of the Lingerie staff turned out for the picnic held at Lockport on July 20, despite the rain which poured over the supper. There were two types of races, 3-legged and dashes. A game of baseball took place between the "Fireballs" and King's "Corsetiers," but the score is not for publication. The ball was lost for three innings before anyone found it, due to the rain. Prizes for outstanding effort were presented to Chisholm Quinn, Ricky Forbes and Franklin.

On July 10 a gathering of some of the staff members was held at the home of Miss Vance to honour Mrs. Kate Harlock who left the department on July 14. She was presented with a well-filled handbag on behalf of the staff.

Furs

We should like someone to explain to us why things always happen in our department in twos, never one at a time! Once again we are happy to report all the amazing happenings in the fur department, and they are all double entries!

We have had two farewell presentations: one to Mrs. Edith Hull and the other to Bob Peturson. Best of luck to you both.

We welcome two new members to our staff: Ruth Wall, who came to us from the Picture Framing, and Len Kassian, from the Carriers.

It was a boy for Mr. and Mrs. Dave Beck in May. It was a girl, Janice, for Iris and Stan Mathias in June, weight 7 pounds, 4 ounces.

The last item has to do with brides. There was a wedding on August 24 when Muriel Mills married Hank Riddolls at King Memorial United Church. A shower was held for her at the home of Mary McGregor, where Muriel was presented with a mirror.

Yes, we have two brides. This one was a surprise. Grace Billman went on holidays—that's what she told us—but when she returned she not so calmly reported that she was now Mrs. James Gordon as of July 21. Best wishes, Grace and James.

* * *

FIFTH FLOOR

Children's Shoe Mutterings-By W. MacHutcheon

The old proverb, someone's gain is the other's loss, was truly emphasized last month when our genial assistant, Bill Cable, left us for the second floor Women's Shoes. Our supervisor, Mr. P. Carter, presented Bill with a pen and pencil set and extended him the thanks and good wishes of the staff.

We said good-bye also to a new member of our staff, Maxine McCrae, who moved to Edmonton with her parents.

With the departure of Bill Cable and the wedding of your reporter, July 28, to Marjorie Spence, there was an excuse for a get-together at Don Gallie's home, July 26, where everyone had a good time due to the successful efforts of Norm Phillips' and George Morris' running gags.

SIXTH FLOOR

General Office News-By Irene Adam

Daisy Paulley left us July 28 and she was presented with an ornament from the girls.

Anne Larson left to work in the Fire Insurance Office July 13. Hope you like your new job, Anne.

One of our former employees, Mrs. Doreen Thibodeau, is proud to announce the arrival of a son, Kurt James, July 10. Congratulations.

Our heartfelt sympathy is extended to Mr. G. M. Bell on the passing of his mother, August 11.

Carpets Calling

Glad to welcome Mary Bedwell and Al McLeod back. Both of them have been away ill.

We extend get-well wishes to Ralph Carson who is in hospital. Ralph is doing well, we are glad to report.

NOTICE-Curlers' Golf

Annual tournament to be held at Elmhurst Golf Club on Wednesday, September 12.

Tickets are \$2.00 and include price of golf, lunch and refreshments. They may be obtained from any member of the curling executive.

Make up your own foursome and arrange for your own lift out. Cars are leaving Employees' Parking Lot about 12:45 p.m.

IN THE MAIL BAG

SECOND FLOOR

Drug Factory

We were glad to see Pearl and Olive, former members of our staff, who dropped in to say hello to Mabel Lightfoot on her 25th anniversary, August 4.

THIRD FLOOR

M.O. Budget Plan-By L. Vipond

Can You Top This?

On July 24 Muriel Sherrin, Bill Carson and Bill Odell all underwent appendectomys. We think this is quite a record for one day. We wish them all a speedy recovery.

We extend our deepest sympathy to Mr. F. J. Ottley, whose father passed away July 2, in Victoria, B.C. Also to Betty Davies (City Budget Plan) whose mother passed away on July 13.

Vivian Walker was all smiles the morning of July 30 when she walked in with a sparkler on that third finger, left hand.

We were sorry to say good-bye to Helen Kroeker on August 4.

Jean McLean left us to be married on August 18. A silver relish dish was presented on behalf of the staff.

We were glad to see some of our former staff pay us a visit while holidaying in Winnipeg. Rhoda Baker (Hamilton Store), Dene Kozak (Toronto Store) and Pauline Sigurdson from Calgary, all dropped in for a chat.

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FOURTH FLOOR

M.O. Children's Shoes-By D. Clubb

Our heart-felt sympathy is extended to Mrs. Emke, a former member of our staff, in her recent bereavement.

Another one of our girls has discovered her knight in shining armour—Leona Rekrutiak is now wearing a lovely diamond on that certain finger.

Best of luck to our bride and groom, Mr. and Mrs. J. Drachuk. The bride was Lena Smilinsky, married July 14.

FIFTH FLOOR

M.O. Sporting Goods and Toys By D. Hardiman and J. McNiven

Geraldine Newbiggin was presented with a pair of blankets when she left to be married July 28 to Orval Salter of the Stove Department. A shower was held for Geraldine on July 20 at the home of Mr. James Carson. The bride-elect was presented with a mirror.

We are glad to report that Ronnie Ford is out of the hospital and we hope to see him back at the old stand soon.

Nellie Hogan (27 Department) and Jim Oaks (61 W.R.) were presented with a radio on the occasion of their marriage, which took place July 28.

We held our annual golf game with refreshments served later at the home of Mr. James Carson on July 26. First prize for the ladies was won by Edith Yates (27), and the men's first went to Tommy Hembroff (61).

M.O. Drugs-By B. Dixon and D. Livingstone

We were glad to welcome back Cassie Fenwick who is looking very well after her trip to the coast; also two other visitors, Anne Shellingberg, who is now living in the east, brought her husband in to see us. We heartily approve, Anne. The former Hedy Dueck came in with a new baby daughter. We were very happy to see them and the baby is a dear, but how about bringing daddy next time, Hedy?

It seems you just never know these days when people go on holidays if they are coming back or not. We are missing one young man, Lorne Quinn, who decided he was too interested in the garage business to come back to us. All the best, Lorne.

Arlene Gail Walker, aged 8 months. Mother is Jessie MacDonald, formerly with the Elevators, and daddy is Ralph Walker with M.O. Handkerchiefs and Millinery.

Twenty-Three



SEVENTH FLOOR

M.O. Juveniles and Women's Sportswear By M. Pariseau and J. Johnston

Our department honoured Archie Gray on his retirement July 14. He was presented with a wood joiner. The girls gave him a fishing rod and reel and Departments 10 and 11, where he was formerly, presented him with a torchere. Our good wishes go with you, Archie.

Congratulations to Mr. and Mrs. Kenneth Merrett on the arrival of twin boys, Gary and Glen, July 19.

Cathie Irvine left July 14 to be married to Walter Schoen. She received a wool blanket and pillow cases as well as many other gifts from her friends. Best wishes, Cathie and Walter.

M.O. Women's Coats-By W. Bowley

Our good wishes to Jean Singbeil who walked in with a lovely ring on that all-important finger. The lucky man is Bob Duncan.

A farewell presentation was made to Simone Dube who left to join the air force. Happy landings, Simone.

Garment Factory-By A. Kirkby

We are pleased to see Bert Philpott looking so well after his recent illness. Ann Altmeyer and Jean Lavallee are both making good progress after recent operations and we hope to have them back at work soon.

Terry Coss left us in July to try her luck in Vancouver. She was presented with a pair of figurines.

Fern Decock was married in July and is now Mrs. Russell. Her gift from the staff was a pair of lovely lamps,

Mrs. Scott, who left us to do a bit of travelling, was presented with a purse, gloves, and a boudoir lamp. Bon voyage and good luck, Jessie.

Irene Barnabe, a bride of August, was honoured at a shower held by the girls in the department, and was presented with Copper Clad ware and a rose chenille bedspread.

M.O. Lingerie-By B. Nash

A dinner was held at the Ricksha on July 27 in honour of Helen Milton who has left, with her husband, for their home in Scotland. Helen was presented with a matching handbag and gloves.

Our best wishes to Lorraine Sager on her recent engagement to Hugh McDonald.

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EIGHTH FLOOR

M.O. Exchanges-By M. Davies

Our best wishes to Marie Antoine who received a beautiful diamond ring from Russell Duffy, July 20. Also to Pearl Zyha who received her diamond from Bill Ozarsko, July 23.

Our sincere sympathy is extended to Mrs. Olga Orlowski on the recent passing of her father.

Charlie Aldous arrived at work full of smiles August 8. He had just become the proud father of a baby girl, Sandra Charlene.

Terry Cancilla left to be married to William Garrick, August 18, at Holy Rosary Church. Terry received a lovely chenille bedspread from the department. Our best wishes, Terry and Bill.

Twenty-Four

M.O. Salesroom, Files and Correspondence By G. Brownlee and L. Lauck

Our best wishes go to Adele Selch who was married to Eric Muth in Beausejour. Adele was presented with linen.

Muriel Williams returned from her vacation August 6, wearing a beautiful diamond. The whole department joins in wishing you good luck, Muriel.

Best wishes are also due to Evelyn Rodstron and Yvonne Sims, both of whom are wearing new diamonds.

We are happy to welcome back Joan Garrett and Betty Adams after recent illnesses. We hope you are feeling a lot better. Sorry to hear Mrs. Dunnett is in the hospital. We hope we will see you soon, Mrs. Dunnett.

We had our annual picnic at Grand Beach, July 8. It was an ideal day for swimming, sunning and freckles, and everyone had a grand time.

We were all pleased to see Senora Rita de Espinosa (Rita Hebert) and baby daughter, Maria Del Carman Hebert de Espinosa, who dropped in to see us. Rita is now living in Mexico City.

M.O. Complaints-By J. Baynes

Mr. J. H. Merrett, head of department, didn't think the excitement of Herb Graham's quarter-century celebrations sufficient, so dropped a bomb-shell of his own by announcing at Herb's party the arrival of twin grandsons. The boys, Glen Kenneth and Gary John, are the sons of Ken Merrett (M.O. Women's Sportswear). A warm welcome to the wee lads from all of us.

We were all glad to welcome Dorothy Lloyd back after her long illness.

M.O. Correspondence-By June de Gagne

Our Virginia Woiniak left to be married August 4. "Perky," as she is better know to us all, was presented with a lovely blanket and a set of colourful mixing bowls from the department. She married Elmer Rentz on August 11, in Norwood United Church.

We wave good-bye to three of our staff who left during August: Miss J. Protocky, Miss M. Shewchuk and Miss J. Korolyk.

(More Mail Order News on Page Six)

Photo Workroom-By S. Sapiak

We extend good wishes to Bunty Reid on receiving a beautiful sparkler from Earl Karlowsky.

A dinner was held at the home of the Westons in honour of Vic, who celebrated his 30 years with the Company. It was also good-bye to Mr. and Mrs. Arthur Baxter who left to make their home in Vancouver. Vic was presented with records and Bax received a travelling clock. Our very best wishes to you all.

Vic Weston's 30th

Left to Right—Arthur Baxter, Ernie Morey and Vic Weston.



In Memoriam

MYRTLE SCOTT

A quiet-mannered, well-liked, dependable Eatonian, Miss Myrtle Scott, passed away on August 13 after a year's illness. Myrtle joined the staff of the M.O. Copying 31 years ago and remained with that department for all her Eaton service.

She was a member of the Professional and Business Women's Club, the Xana Club and, being an enthusiastic golfer, belonged to the Eaton Women's Golf Club. She also attended Calvary Temple.

Myrtle is survived by a sister in the city with whom she lived, and two brothers, out of town. Our sincere sympathy goes out to them.

HAROLD BENTLEY

Harold Bentley, for 28 years a member of our Meat Department, passed away on Wednesday, August 15. He was 68 years of age and had retired in January, 1950.

Born in Derby, England, Mr. Bentley was a butcher by trade, and a good one. He had a large clientele of regular customers who came to him because of his courtesy and good judgment. He was a member of Meridian Lodge 140, A.F. and A.M., G.R.M., and also belonged to the Greater Winnipeg Kennel Club.

He is survived by his widow, Clara; two daughters, Mrs. Fred Haldane, Port Arthur, and Mrs. A. Black, Winnipeg, to whom is extended our deepest sympathy.

We extend sincere sympathy to those members of the staff who recently suffered bereavements:

In the Loss of a Mother

MRS. AKISTER (Employees' Lunch Room)

MRS. C. CLARKE (Linens)

MISS M. McPHERSON (M.O. Packing)

MRS. FANSHAW (Hostess Shop)

MR. PETER HEILAND (Printing)

MR. P.HILIP HEILAND (Printing)

MISS M. HEILAND (M.O. Women's Shoes)

MISS I. NOLIN (M.O. Packing)

MRS. C. CHATFIELD (Watch Repairs)

MRS. L. BERRIAULT

(Fancy Goods W.R.)

MR. B. MORAN (City Despatch)

MR. M. McLEAN (Candy Factory)

MISS B. PETURSON (Patterns)

MR. G. KNOWLES (General Audit)

MISS N. GRANDY (Handkerchiefs)

MR. G. M. BELL (General Office)

In the Loss of a Father

MISS R. GORDON (Drugs)

MRS. A. JACOBY (Basement Meats)

MR. F. KNIGHT (Hardware)

MRS. A. KERCHER

(M.O. Children's Shoes)

MRS. O. ORLOWSKI (M.O. Exchanges)

MISS E. KONOPETSKI (M.O. Packing)

MR. F. CAM (Printing)

In the Loss of a Sister

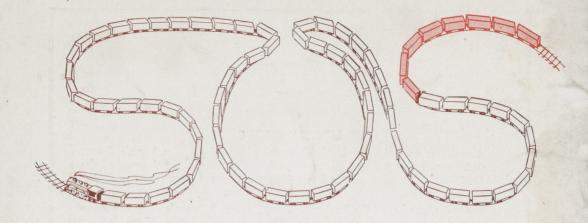
MISS D. HENERY (Farm Implements) MISS MURIEL SCOTT (M.O. Packing)

In the Loss of a Brother

MR. R. LEVESQUE (Box Factory) MR. C. McDOUGALL (Delivery)

In the Loss of His Step-Mother

MR. H. GILL (Farm Implements)



How Many Cars Can You Derail?

S.O.S. means "help wanted," and we want your help to conserve our supplies. The railway cars on the track shown above represent the approximate number of minimum weight cars of paper it takes to make sufficient merchandise and grocery bags for a year for all the Eaton stores.

The cars shown in red represent the saving that could be achieved by a ten per cent reduction in the sizes of the bags used

To see how this can be accomplished, please glance at the chart given below which shows what savings can be made by using the next size smaller bags:

5x 7 instead of	6x 9 saves 20%	9x12 instead of 11x13 saves 28%
6x 9 instead of	7x10 saves 19%	11x13 instead of 12x15 saves 15%
7x10 instead of	8x10 saves 19%	12x15 instead of 13x17 saves 17%
8x10 instead of	9x12 saves 12%	13x17 instead of 16x17 saves 24%

See how easy it is to help derail a number of these unnecessary cars

